

Indiana University of Pennsylvania (IUP) 2021 Cyber Security Seminar Sponsor Benefits	Platinum \$2,500	Gold \$2,000	Silver \$1,500	Bronze \$1,000
Pre-Event Advertising/Promotion				
Company logo and profile on our conference website	LG	MED	SM	
Company logo and website link in promotional emails	•	•	•	•
Virtual Conference Access, Branding, and Networking				
Interactive Virtual booth with company logo and description	•	•	•	
Company Event Page with Logo and company provided text				•
Website and social media links	•	•	•	
Documents and links	15	10	5	
Embedded video content	4	2	1	
Inbound lead collection ('contact us' feature)	•	•	•	
Live sponsor chat	•	•	•	
Live sponsor virtual meeting	•	•		
Featured Sponsor on Event Homepage	•	•		
Inclusion in event homepage GIF	•			
Event Cyber Security Content Presentations (50 min.)	•	•	•	
Organization specific engagement through gamification	•	•		

Indiana University of Pennsylvania (IUP) 2021 Cyber Security Seminar Sponsor Benefits	Platinum \$2,500	Gold \$2,000	Silver \$1,500	Bronze \$1,000
Inclusion in generic sponsor engagement through gamification			•	•
Vendor selected Giveaways at end of event	•	•	•	•
Push notification advertising	•	•	•	•
Demo Presentation (event agenda time slot)	10 min. (Live or prerecorded)	5 min. (prerecorded)	2 min. (prerecorded)	
Post-Event Advertising/Promotion				
Company logo and website link in post-event emails	•	•	•	•
Real time engagement reports	•	•	•	
After event engagement reports	•	•	•	•

Contact: cybersecurity-seminar@iup.edu;
ATTN: Karen Pizarchik